

ABSTRACT OF THE DISCLOSURE

[0037] Methods for treating subterranean formations and aqueous treating fluid compositions are provided. The aqueous treating fluid compositions comprise water, a water soluble hydrophobically modified gelling agent polymer produced by grafting a low concentration of hydrophobic monomers thereon, and a low concentration of an ionic surfactant the hydrophobic chain portion of which is associated with the hydrophobic monomers grafted onto the gelling agent polymer resulting in gelling agent polymer molecules having increased radiuses of gyration.